

# Content style guide

As soon as you have more than one person writing, creating, or editing content, you need a style guide.

This guide includes everything from basic grammar mechanics to accessibility standards to best practices for common content types. You can use as-is or totally customize to fit your brand's needs.

CONTENT-STYLE-GUIDE.CLICKUP



Q Add comment

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## Content Style Guide

 **Credit to Mailchimp!**

This content style guide was originally created by Mailchimp for Mailchimp employees. The gracious creators have made it completely public and available under a Creative Commons Attribution-NonCommercial 4.0 International license.

[Here's MailChimp's original version.](#)

**The version of the style guide you are looking at:**

- Recreates the guide within Notion
- Highlights in **red** where you need to replace the original "MailChimp" mention with **[your company name]**
- Includes notations where you should consider tailoring the guide to your brand

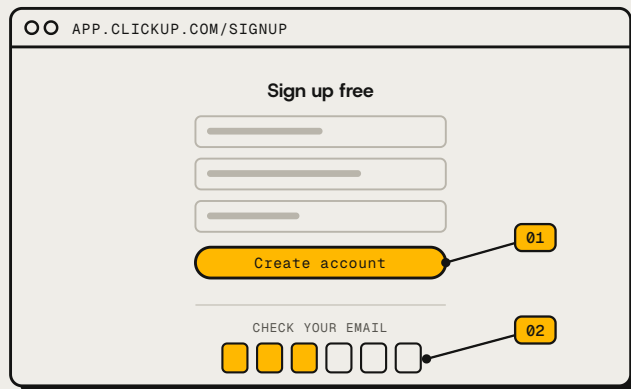
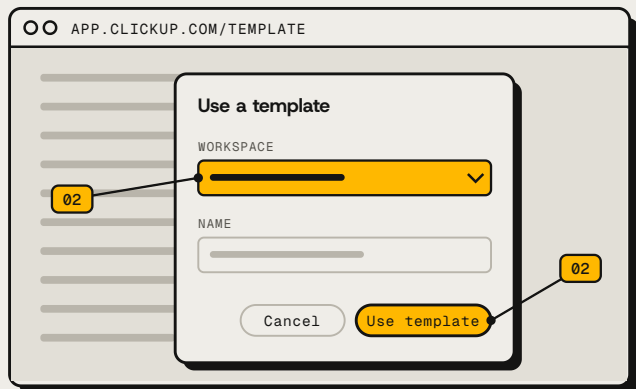
 **How to use**

OPEN THE TEMPLATE IN CLICKUP ➔

FREE · DUPLICATE IT INTO YOUR WORKSPACE

<https://app.clickup.com/template/doc/dp2g7-2360/9a19e444113a20d>

# Get started in a few clicks.



## Have a ClickUp account

- 01 Open the template. ClickUp asks where you want it to live.
- 02 Under "Workspace," pick a destination, then click "Use template."
- 03 Give it a minute to copy in, then work through the "How to use" section inside the template.

## New to ClickUp

- 01 Open the template and create a free ClickUp account when prompted.
- 02 Verify your email, name your workspace, then open the template link again and follow the steps above.

### GOOD TO KNOW

#### Pro tip

Get familiar with the template on desktop before you use it in the ClickUp mobile app.

#### Make it yours

Every template is a starting point. Rename sections, cut what you don't need, and add what your team does differently.

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